

## **FY 2001 Automotive Trade Events Involving the Office of Automotive Affairs**

October 1, 2000 to September 30, 2001

**Automotive Parts Rebuilders Association (APRA) International “Big R” Show**, October 28-29, 2000, Las Vegas Hilton Hotel, Nevada. OAA will manage a Business Information Office at the show.

**Automotive Aftermarket Industry Week (AAIW)**, Las Vegas, Nevada, October 31-November 3, 2000, Automotive Overseas Buyer Initiative. Showtime Asia and Showcase Europe programs will take place as part of the AOBI, which is managed by OAA. Over 8,000 international buyers are expected to attend. At least 30 DOC-organized overseas buyer delegations will participate.

**Automechanika Argentina**, Buenos Aires, November 22-25, 2000, Business Information Office. The Office of Automotive Affairs plans to operate a large booth incorporating a U.S. nameplate vehicle with SEMA member accessories. In addition, a trade leads program will be in place.

**Auto Parts & Equip Shanghai 2000**, November 28-December 1, 2000, Shanghai, China. U.S. Department of Commerce-certified trade fair with USA Pavilion.

**Autostop Philippines 2000**, Manila, The Philippines, November 30-December 3, 2000, Manila World Trade Center. U.S. & Foreign Commercial Service-initiated USA Pavilion.

**International Autobody Congress and Exposition (NACE)**, Orlando, Florida, December 7-10, 2000. U.S. Commercial Service International Buyer Program event with support from OAA Market Promotion staff. The collision repair industry’s largest annual trade show.

**Autovak RAI**, Amsterdam, The Netherlands, March 12-16, 2001. A Showcase Europe Tier II event with an automotive product literature center recruited by the U.S. & Foreign Commercial Service.

**Automechanika China**, Beijing, March 12-15, 2001. Organized by Messe Frankfurt. China International Trade Fair for Car Workshop and Service Station Equipment, Auto Spare Parts and Accessories.

**ASEAN Automotive Trade Mission, March 24-April 8, 2001: Thailand, Indonesia, the Philippines, and Malaysia.** A planned official U.S. Department of Commerce trade mission designed primarily for U.S.-based automotive parts and accessories manufacturers. The Office of Automotive Affairs is working with the U.S. & Foreign Commercial Service, the Automotive Aftermarket Industry Association (AAIA), the Motor and Equipment Manufacturers Association (MEMA), the Specialty Equipment Market Association (SEMA) and the U.S. Chamber of Commerce to organize this significant USA automotive marketing effort.

**Automotor 2000**, Turin, Italy, May 2-6, 2001. USA Automotive Catalog Show with joint recruitment by the U.S. & Foreign Commercial Service in Genoa and the Office of Automotive

Affairs. Cost is \$350 per participant. Official Showcase Europe Tier II Event.

**Australian Automotive Trade Fair**, May 25-27, 2001, Sydney, New South Wales. Product Literature Center jointly recruited and managed by U.S. & Foreign Commercial Service in Melbourne and the Office of Automotive Affairs.

**Motortec**, Madrid, Spain, June 7-10, 2001. Automotive Product Literature Center managed and recruited by the U.S. & Foreign Commercial Service in Madrid.

**PAACE Automechanika Mexico**, July 11-13, 2001, Mexico City World Trade Center. Joint Office of Automotive Affairs/Commercial Service-Mexico City Business Information Office. This is the largest exhibition of automotive parts and accessories in Latin America.

**Autotex**, Auckland, New Zealand, July 19-21, 2001. U.S. Catalog Show recruited and managed by the U.S. Commercial Service in Auckland. Recruitment will occur in conjunction with OAA and C.S.-Melbourne, Australia. The cost of participation will be \$200; however, there may be incentives to participate in both this show and the Australian Automotive Trade Fair in May.

**IAA Auto Show**, Frankfurt, Germany, September 13-23, 2001. U.S. & Foreign Commercial Service in Frankfurt will recruit USA Pavilion and Catalog Show with OAA support. An official Showcase Europe Tier II Event.

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